

THE PLANET CALLS

"Rebuilding a more Sustainable World"

www.theplanetcalls.com

**ARE WE
WITNESSING THE
AWAKENING OF A
MORE
SUSTAINABLE
WORLD?**



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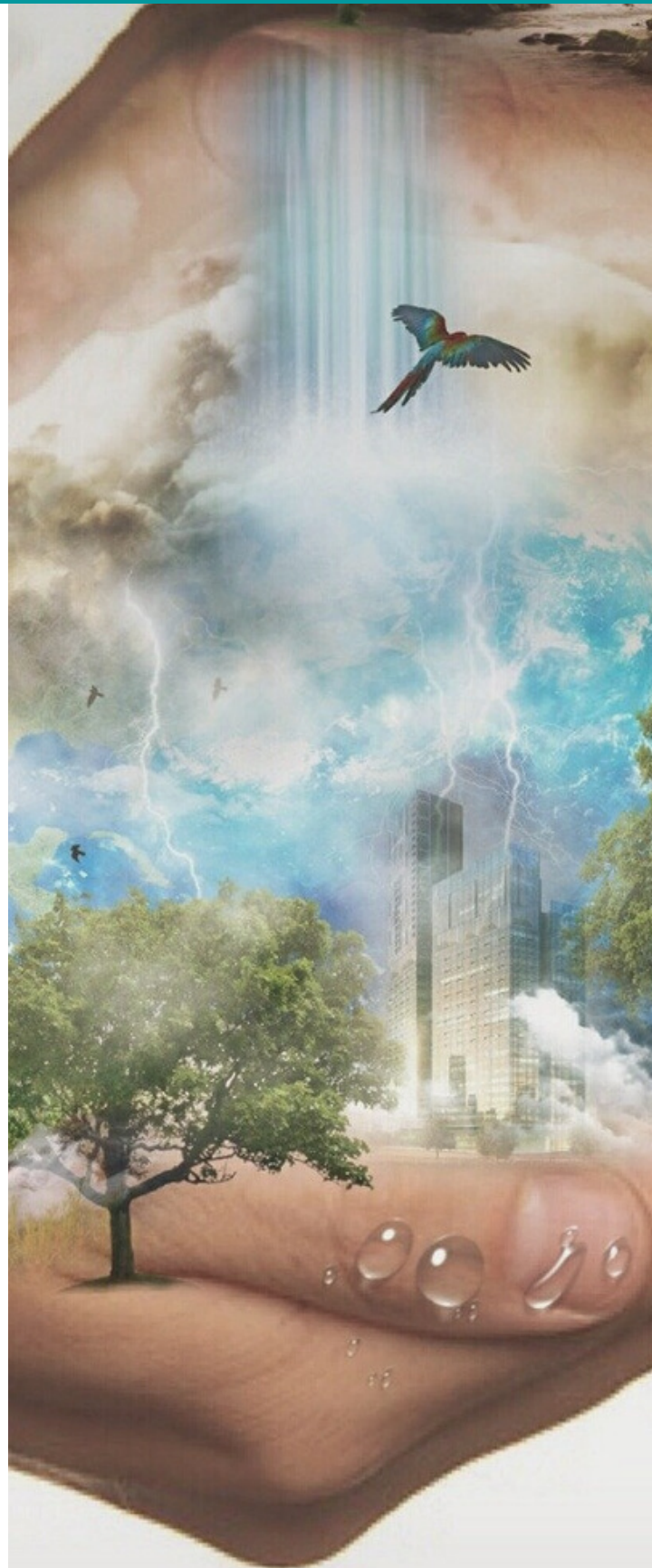
April 2020

WILL THE COVID-19 PANDEMIC LEAD TO SUSTAINABLE CHANGE?

Once we are finally through this global pandemic crisis, will the world go back to the way it was before, or are we being forced to adopt a more sustainable lifestyle?

Through fear of contracting the virus, we have seen people becoming more conscious of their diets and lifestyles. We have seen more attention being paid to the prevention of killing and consuming of wild animals and we have seen the huge necessity for leaders and governments to unite and work together.

The question is: will we wake up and improve or will we revert back to our bad habits and continue to kill our planet?





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What changes do we hope to see?

1

Thanks to the booming on-line conferencing due to lockdowns, experts suggest that we can expect to see less air travel, leading to less CO2 emissions, less radiation exposure from airports and less exposure to viruses and diseases. Will more people travel locally and invest more into their own economies and will mass tourism mean less environmental damage to coastlines by hordes of irresponsible tourists littering shores and dumping plastic into the ocean?

2

With Impact Investing becoming more popular & relevant, we hope to see more investment into emerging markets. Not only are there many innovative solutions coming out of emerging markets, but many third-world countries offer up rich soil for sustainable agriculture that could produce organic produce while creating jobs for more local people. We also hope to see many more entrepreneurs setting up sustainable businesses in these countries that focus on delivering clean water, alternative energy sources and using recycled materials to produce items of value that can benefit local economies.



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3

We expect to see people consuming more organic and natural foods free from pesticides and hormones that compromise our immune systems. This could mean that due to this increased demand, organic farming practices will start to boom and relevant funding will be available for this important type of farming. We also expect to see less commercially produced meats being consumed and more organic meats being introduced.

4

Due to the recent disruption of food supply chains, we also expect to see more local buying. Consumers will adopt "Farmer's Market" shopping for produce which offers more organic options and a B2C market for organic farmers and producers.





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With more attention on Climate Change and Circular Economy, we hope to see consumers buying more sustainable fashion, as opposed to fast fashion, much of which is produced in "sweat shops" using child labour, paying below minimum wages and using synthetic eco-unfriendly fabrics. We also expect to see more up-cycling of fashion garments and shopping at 2nd hand stores. This may also become somewhat of a necessity due to the possibility of a global recession.

6

With plastic killing our marine life and experts predicting that by 2050 there will be more plastic in our oceans than fish if we don't start doing something about the crisis, we expect to see more sustainable products that either don't use plastic or are made from recycled plastic.



7

With remote working (WFH) having been successfully implemented globally, we hope to see companies allowing many of their workers to keep working from home and hiring more remote workers. This will furthermore reduce CO2 emissions, lead to less road accidents, less reliance on costly child-care (especially for single parents) and boost more quality family-time leading to healthier family relationships.

8

As SMEs struggle to survive and bounce back, we expect to see more sustainable partnerships and collaborations as people help one another to move back into a thriving economy. Through this we hope that kindness and solidarity will prevail long after the crisis has passed.



Do you want to be part of a more Sustainable World?

If you want to join the **Sustainability Revolution** and help bring lasting change to our planet, then please do these 3 things:

1

Please share this document with at least 2 other people and ask them to pass it along.

2

Make at least one sustainable change in your life today and encourage your friends and family to do the same.

3

Please follow us on social media and invite at least one friend to do the same.

